



**MAY 11-15, 2020**

**TOPIC: ANALYTICS AND MAINTENANCE OF ICT PROJECTS**

### **Updating Content and Maintaining Traffic to an ICT Project for Social Change**

Regular web site maintenance is essential to keep the viewers of the Web site satisfied and its content error. Maintenance is also associated with updating the content of the Web site. Most of the Web site visitors go to it to find new items or articles. For social change Web sites, new happenings and events will surely be sought; thus, maintenance and updates are essential. Updates can include the following parameters:

1. *Product updates*
  - Announcement of new products will surely encourage new viewers and will certainly increase the number of visitors of the Web site.
2. *Discontinuation of a product*
  - Similar to the announcement of new products, viewers should be informed that a certain service or product offered by the web site has already been phased out or no longer existing.
3. *Change in prices*
  - The change in prices should be announced on the web site so that customers will not be caught unaware when purchasing items on your web site.
4. *Company or organization news*
  - This updates ensures that the viewers of the web site are aware of what is happening to the company or organization that owns the web site.
5. *Feature addition*
  - If there are less important elements or content that are left out, this is the time to include them.
6. *Link checking*
  - Links are most prone to errors, and that is why it is a must to check and maintain them and the web sites or pages they are directed to.

Tools for maintenance and updates of a Web site can be similar to the tools used for the creation of the Web site. However, there are dedicated software and tools for easier update and maintenance of the web site. Here are some of these tools.

- *Composer*
  - This is a tool that is formerly part of Netscape and Mozilla Web Browsers. This can be downloaded for free. This tool is a WYSIWIG editor that can display immediately any changes done in the structure or the program of the web site. Simply changes such as texts and images can be easily done using this tool.
- *FTP (File Transfer Protocol) and FTP Commander*
  - This is a downloadable for free. The program is similar to a Window Explorer application. The files found on the web site are tiled and arranged in an organized manner. To edit the content of the web site, a username and password is required to access the folders found on the web site window.

- *Xenu's Link Sleuth (Xenu)*
  - It is a free package application for link checking. If a link is broken, a notification will be sent containing what link is broken, the reason why it is broken, and the solution to fix it.
  
- *Fixing and optimization of images*
  - Sometimes, there are problems brought about by different images placed on the web site. The quality of the image, distortions of the image, and sometimes the size of the image can be a problem. Use photo editing tools to enhance and accommodate these problems. The solution can be applied in the maintenance cycle of the Web site.
  
- Increasing number of images
  - In updating a web site, increasing a number of images can cause layout and management problems. There would come a time when the Web site becomes so crowded that it appears cluttered. As part of the maintenance work, thumbnail tools that can create albums and collate images depending on categories can be created.

### **Monitoring the Social Impact of Advocacies**

*Social network advertising or social media targeting* is a term that describes online advertising using social media and its networking services. Because social media account registration requires different vital user information, social media can be used by this application, social media can be used by this application to target a certain group of individuals with common demographic characteristics. This type of advertising uses different options such as *geo-targeting, behavioral targeting, and socio-psychographic targeting*. Social media targeting is a process of connecting matched social network users to a target minority group in the network.

Information such as age, gender, interest, hobby, and location are some of the vital information given when registering for social media application. This method allows advertisers to create tailored advertisements for a specific group of individuals based on identified parameters.

This method can be used by social change advertisements and campaigns. By knowing the demographic information of different individuals, the advertisement and campaigns can be sent or delivered to individuals who are willing to participate.

### **Internet Activism**

*Internet activism or online activism* refers to the use of ICT technologies to communicate faster with different individuals and citizen movements efficiently. The technology is usually used to solicit resources and cause-related fundraising, community building, and organizing. There are three main categories of online activism: *awareness or advocacy, organization or mobilization, and action or reaction*. The most popular type activism is the *hashtag activism*. A hashtag (#) is a common tool in social media applications to tag a certain post.

### **Reference:**

Empowerment Technologies

By: DIWA Learning Systems Inc. pp. 146 – 154

## TO DO LIST

### DAY 1:

1. Visit your respective Web site according to your section.
  - a. G11 – Archimedes  
<https://www.testmoz.com/2623513>
  - b. G11 – Aristotle  
<https://www.testmoz.com/2629413>
  - c. G11 – Epicurus  
<https://www.testmoz.com/2629407>
  - d. G11 – Parmenides  
<https://www.testmoz.com/2629419>
  - e. G11 – Plato  
<https://www.testmoz.com/2629397>
  - f. G11 – Socrates  
<https://www.testmoz.com/2629417>
2. For your user account, use your name, follow the given format: LASTNAME,FIRSTNAME.
3. For the password, use the COMPLETE NAME of your section in ALL CAPITAL LETTERS WITHOUT any space in between.
4. Answer the questions based on the topic (a) ICT and Social Responsibility (b) ICT Project for Social Awareness and (c) Publishing Online.

### DAY 2:

Directions: Answer the following.

1. In the past, have you tried accessing a Web site not properly maintained? Share your experiences.
2. What do you think are the most common glitches or problems in a Web site where maintenance is needed? Which do you think is the most problematic? Why?
3. What are the advantages of social media targeting as compared with other forms of marketing?